WE CLAIM:

1.   A method of receiving cell load information in a wireless communication system comprising:

receiving the cell load information at a first periodicity if in a period of low cell loading and receiving the cell load information at a second periodicity, higher than the first periodicity if in a period of high cell loading.

2.   The method of claim 1, wherein the cell load information is received on one of a dedicated channel and a share channel.

3.   The method of claim 1, wherein the wireless communication system is a universal mobile telephone service (UMTS) system.

4.   A method of providing cell load information in a wireless communication system comprising:

providing the cell load information at a first periodicity if in a period of low cell loading and providing the cell load information at a second periodicity, higher than the first periodicity if in a period of high cell loading.

5.   The method of claim 4, wherein the cell load information is provided on one of a dedicated channel and a share channel.

6.   The method of claim 4, wherein the wireless communication system is a universal mobile telephone service (UMTS) system.

7.   A method of receiving cell load information in a wireless communication system comprising:

      receiving the cell load information based on periodic events and threshold-driven events.

8.   The method of claim 7, wherein for the periodic events, the cell load information is received at a first periodicity if in a period of low cell loading and at a second periodicity, higher than the first periodicity if in a period of high cell loading.

9.   The method of claim 7, wherein the threshold-driven events are determined based on one or more thresholds.

10.   The method of claim 9, wherein the one or more threshold is a virtual threshold, with differing resulting periodicities depending on whether the one or more threshold is exceeded or gone below.

11.   The method of claim 7, wherein the cell load information is received on one of a dedicated channel and a share channel.

12.   The method of claim 9, wherein the one or more thresholds are adaptive depending on at least one of cell loading and cell service mix.

13.   The method of claim 9, wherein the one or more thresholds are based on one or more consumption values.

14.   The method of claim 13, wherein the one or more consumption values are generated by a dynamic bearer control algorithm.

15.   The method of claim 7, wherein the wireless communication system is a universal mobile telephone service (UMTS) system.

16.   A method of providing cell load information in a wireless communication system comprising:

    providing the cell load information based on periodic events and threshold-driven events.

17.   The method of claim 16, wherein for the periodic events, the cell load information is provided at a first periodicity when in a period of low cell loading and at a second periodicity, higher than the first periodicity when in a period of high cell loading.

18.   The method of claim 16, wherein the threshold-driven events are determined based on one or more thresholds.

19.   The method of claim 16, wherein the one or more threshold is a virtual threshold, with differing resulting periodicities depending on whether the one or more threshold is exceeded or gone below.

20.   The method of claim 16, wherein the wireless communication system is a universal mobile telephone service (UMTS) system.